

Sponsorship and Advertising Opportunities

Building Strong Relationships in the Community



We Are Parks and Recreation

Is your business looking for a way to connect with the Munster Community? Sponsorship marketing is unique and can help you reach your target market in innovative ways and improve brand awareness.

OUR MISSION

Munster Parks and Recreation shall provide and maintain quality parks, facilities, open/natural space, education and recreation programs and services which will enhance the physical, social and emotional well-being of all the citizens of Munster and the surrounding communities.

OUR COMMUNITY

We are proud to make an impact on the quality of life in Munster by maintaining numerous areas with amenities for the community.





January 19, 2026

It's that time of year again, and as you plan for 2026, we invite you to partner with Munster Parks and Recreation by sponsoring our highly anticipated community events.

Our special events, many of which are free to the public, are made possible through the generous support of local businesses like yours. Sponsorships help offset costs while ensuring that families, seniors, and residents of all ages, backgrounds, and abilities continue to enjoy high-quality recreational and educational opportunities. At the heart of our mission is a simple belief: everyone deserves access to safe parks, meaningful recreation, and opportunities to connect as a community.

By sponsoring a Munster Parks and Recreation community event, your business will:

- Stand out from the competition by demonstrating strong community leadership and positive corporate citizenship.
- Showcase your products or services through on-site engagement opportunities such as surveys, demonstrations, or sampling.
- Gain valuable visibility throughout the Town of Munster while building lasting relationships with current and future customers.
- Align your brand with our vision of maintaining quality parks and enhancing quality of life through recreation and community connection.

Enclosed you'll find a complete overview of our events and available sponsorship opportunities. We also understand that every business has unique goals, and we would be happy to customize a sponsorship package that best meets your needs. To ensure maximum marketing exposure, including logo placement in brochures and promotional materials, we kindly ask for your commitment by **March 27**. Sponsorships are, of course, welcome at any time.

In addition to event sponsorships, we offer multiple advertising opportunities to help you reach thousands of residents, including facility and event banners, recreation guide advertising, and placements in our Keen-Ager monthly newsletter.

Thank you for considering a partnership with Munster Parks and Recreation. We look forward to working together to strengthen our community and create memorable experiences for those who live, work, and play in Munster.

Sincerely,

MUNSTER PARKS AND RECREATION

Donna M. Chant
Marketing Coordinator



Sponsorship and Advertising Opportunities

SPONSORSHIP

COMMUNITY EVENTS

- Munster Car Show
- Bark in the Park Pet Fair
- Movies in the Park
- Region Eats Food Festival
- Decades Fest
- Kid's Fest
- Summer Concert Series **SOLD OUT**
- Pumpkins, Witches & Hayrides

CUSTOMIZED PACKAGES

Are you looking for a way to maximize your spending and get the most potential from our events? Contact us and we would be happy to put together a customized package to meet your corporate needs.

OTHER OPPORTUNITIES

Summer Camp T-shirts

Reach this key demographic of families this season.

IN-KIND/RAFFLE PRIZE DONATIONS

General or In-Kind Donation

If you cannot decide, but want to participate, we would appreciate receiving in-kind donations of any kind to help reduce the cost of supplies and to provide prizes needed for events and programs. Your company will be acknowledged at each event accordingly. Monetary donations will be used for supplies/prizes for the event. In-Kind Donations for prizes and raffles must be products that are complimentary (no discounts) to the winner.

ADVERTISING

BANNERS

Munster Parks and Recreation has banner advertising opportunities available at Munster Community Pool, Centennial Dog Park, and Tennis Courts.

RECREATION GUIDE

The Recreation Guide is produced seasonally, three times per year (Winter/Spring, Summer, and Fall) and is distributed to all Munster households (over 11,000 impressions each season). A digital version is also available online offering an additional 4,700 monthly views.

KEEN-AGERS

Reach this key demographic of participants fifty and older every month.

COMMUNITY EVENTS

Munster Car Show

LOCATION: Community Park DATE: May 2
DESCRIPTION: Our **28th year** of a grand display of cars and trucks. DJ music, car-related, business, and craft vendors, along with food truck cuisine. Over 150 cars and trucks will be on display. Trophies awarded.
TARGET AUDIENCE: All Ages ATTENDANCE: 1500+
MARKETING: Logo on t-shirts, in Recreation Guide and other media, name on dash plaques, booth space, banner onsite, marketing distribution, website, public announcements, email blasts, and social media exposure.
SPONSOR INVESTMENT: In-kind, \$300 Community, \$500 Premier



One-Day Event
1500 in attendance

Bark in the Park Pet Fair

LOCATION: Centennial Park DATE: May 30
DESCRIPTION: Our **5th year** of furry friends will enjoy contests, games, food and visiting our special vendors just for pets.
TARGET AUDIENCE: All ages ATTENDANCE: 750+
MARKETING: Logo in Recreation Guide and other media, booth space, banner onsite, marketing distribution, website, public announcements, email blasts, and social media exposure.
SPONSOR INVESTMENT: In-kind, \$300 Community, \$500 Premier



One-Day Event
750 in attendance

Movies in the Park

LOCATION: Centennial Park DATE: June - September
DESCRIPTION: Our **14th year** of four family-friendly movies.
TARGET AUDIENCE: Families, all ages ATTENDANCE: 500+/per
MARKETING: Logo in Recreation Guide and other media, booth space, banner onsite, ad space (1/4 page* \$550 value), marketing distribution, website, public announcements, email blasts, and social media exposure.
SPONSOR INVESTMENT: \$600 Community (1x), \$2100* Premier (4x)



Four Movies
500 in attendance

Region Eats Food Festival

LOCATION: Centennial Park DATE: June 27
DESCRIPTION: Our **5th year** of tastes from the region, business and arts & crafts vendors and live music.
TARGET AUDIENCE: All Ages ATTENDANCE: 1500+
MARKETING: Logo in Recreation Guide and other media, ad space (Business Card size * \$300 value), booth space, banner onsite, marketing distribution, website, public announcements, email blasts, and social media exposure.
SPONSOR INVESTMENT: \$300 Event, \$500 Community, \$750 Premier*



One-Day Event
1500 in attendance

Decades Fest

LOCATION: Centennial Park DATE: July 11
DESCRIPTION: The **2nd year** of a one-day music festival highlighting the 50's through Now, along with Arts & Crafts and business vendors selling decade-made items, beer garden, food truck cuisine, classic car cruise and more!
TARGET AUDIENCE: Families, all ages ATTENDANCE: 2500+
MARKETING: Logo in Recreation Guide and other media, booth space, banner onsite, ad space (1/4 page* \$550, 1/2 page** \$850 value), marketing distribution, website, public announcements, email blasts, and social media exposure.
SPONSOR INVESTMENT: \$1,000* Community, \$3,000** Premier

One-Day Event
2500 expected attendance



Kid's Fest

LOCATION: Centennial Park DATE: July 12
DESCRIPTION: Our **4th year** of Kid Fest where all will enjoy a day in the park with inflatables, face painting, games, balloonists, stage entertainment, crafts, food truck cuisine.
TARGET AUDIENCE: Families ATTENDANCE: 1500+
MARKETING: Logo in Recreation Guide and other media, booth space, banner onsite, ad space (1/4 page* \$550 value), marketing distribution, website, public announcements, email blasts, and social media exposure.
SPONSOR INVESTMENT: \$300 Event, \$500 Community, \$1000 Premier*

One-Day Event
1500 in attendance



Pumpkins, Witches, Hayrides, OH MY!

LOCATION: Centennial Park DATE: October 3
DESCRIPTION: Enjoy our **14th year** of this Fall favorite with hayrides, a pumpkin patch, costume contest, trick or treating, bounce houses, food truck cuisine, face painting, balloonist, pony rides, games, and more.
TARGET AUDIENCE: Families, all ages ATTENDANCE: 2000+
MARKETING: Logo in Recreation Guide and other media, booth space, banner onsite, ad space (business card* \$300 value) marketing distribution, website, public announcements, email blasts, and social media exposure.
SPONSOR INVESTMENT: \$300 Event, \$500 Community, \$750 Premier*

One-Day Event
2000 in attendance



CUSTOMIZED PACKAGES

Contact Donna Chant at (219) 836-6920 or dchant@munster.org to discuss how we can customize a sponsor package to fit your needs and budget or for detailed media sheets.

OTHER OPPORTUNITIES

Summer Camp T-Shirt Advertising!

DESCRIPTION: Show your community support by sponsoring our Summer Camp program. Get your name out and around town.

TARGET AUDIENCE: Families

ATTENDANCE: 1000+ kids

MARKETING: Logo or name in Summer Recreation Guide, logo on t-shirt, distribution of marketing materials to campers and parents, email marketing, website, public announcements, and social media exposure.

SPONSOR INVESTMENT: \$600 T-shirt back



IN-KIND/RAFFLE PRIZE DONATIONS

General or In-Kind Donation

If you cannot decide, but want to participate, we would appreciate receiving in-kind donations of any kind to help reduce the cost of supplies and to provide prizes needed for events and programs. Your company will be acknowledged at each event accordingly.

List of additional events where monetary and in-kind prize donations are needed (example gift baskets for prizes/raffle, donations of candy for egg hunts, etc.)

Winter/Spring Events

Daddy Daughter Date Night, donations for raffle prizes for daughters and dads (age: 2-adult)

Community Egg Hunts, donations of candy, gift basket prizes or gift cards (age: 2-13)

Munster Car Show, donations of prizes/gift cards for DJ trivia contest winners (age: adults)

Summer Events

Nerf Wars, raffle prizes for participants (age: 7-12)

Bark in the Park Pet Fair, prizes/gift cards for contest winners (dog related products)

Kids Fest, prizes/gift cards for contest winners (age: 2-adult)

Fall Events

Pumpkins, Witches & Hayrides, candy for trick or treaters, prizes/gift cards for contest winners (age: 2-adult)

If you are interested in sponsoring one of the events not listed in the Community Events section, please contact us. We are happy to put together a separate sponsor package just for you.



Sponsorship and Advertising Opportunities

ADVERTISING

BANNERS

Advertise your company at Munster Community Pool, Centennial Dog Park, or local tennis courts. What a wonderful way to show your support for the community while reaching a wider audience. Banner advertising offers high visibility at an affordable price.

Munster Community Pool

Advertise at the Munster Community Pool this season (May-August*) with a company banner (includes 4'x 6' full color vinyl banner). What a wonderful way to target families and children. Over 25,000 people visit the pool each season and that does not include private parties and special events that attract another 7,000 people. Reserve your spot today for the 2026 pool season.

*Banners are moved to dog park after pool closing in August through Nov.

Perimeter - \$500 Concessions - \$750 Entrance/Exit - \$1000 (only three spots available)

Centennial Park Dog Park

Advertise at the Centennial Dog Park this season (April-November) with a company banner (includes 4'x 6' full color vinyl banner). Banners will hang at the south entrance inside the fence of the park and be visible to all who enter or pass by the dog park. What a wonderful way to target animal lovers. Over 250 members access the dog park throughout the year with their annual pass.

Perimeter - \$500

Tennis Courts

Advertise on our Tennis Courts this season (April-November) with a company banner (includes 4'x 6' full color/vinyl banner). Banners will hang (inside court) at your choice of the following courts: Beech, Bluebird, Cobblestones, Frank Hammond, Grove, or West Lakes Parks.

Perimeter - \$500

RECREATION GUIDES

Advertise in our seasonal brochures and reach over 25,000 potential customers in Munster and the surrounding communities. We also partner with businesses to provide free programs to the public. Ask us how!

Winter/Spring (highlights January-April) 11,000+ impressions

Summer (highlights May-August) 11,000+ impressions

Fall (highlights September-December) 11,000+ impressions

Rates: See Selection Form.

Ad space is limited to availability. Advertising policy available by request.

Business/Organization is responsible for providing camera ready artwork.

Accepted artwork: EPS, High Resolution PDF, or JPEG.

KEEN-AGER NEWSLETTER & EVENTS

Help support our local senior programs (age 50+) by advertising in our monthly Keen-Ager newsletter.

Purchase a \$10 gift card to a local establishment. The gift card will be used as a winning prize in our monthly puzzle. Your logo or company name will go on the front cover as a monthly sponsor, and then in the next issue where winners are announced.

\$120 Community (12 months of advertising with one-month as a featured sponsor with article).



Sponsorship and Advertising Opportunities

Please circle or check your choices on the Selection Form and complete the Sponsor Form on the back.

Selection Form				
Community Events	Date	Premier	Community	Event/Other
Car Show 28th Year	May 2	\$ 500	\$ 300	In-Kind
Bark in the Park Pet Fair 5th Year	May 30	\$ 500	\$ 300	In-Kind
Movies in the Park 14th Year	June-Sept.	\$2,100 (4x)	\$ 600 (1x)	
Region Eats 5th Year	June 27	\$ 750	\$ 500	\$300
Decades Fest 2nd Year	July 11	\$3,000	\$1,000	
Kids Fest 4th Year	July 12	\$1,000	\$ 500	\$300
Summer Concert Series	Summer	\$6,000 SOLD		
Pumpkins, Witches & Hayrides 14th Year	October 3	\$ 750	\$ 500	\$300

Other Opportunities	Date	Premier	Community	Other
Summer Camp T-shirts	Summer	\$ 600		

Raffle Prize Donation	Date	Amount	Event Name	General
General donation (you choose amount)	NA			

Banner Advertising	Date	Entrance/Exit	Concessions	Perimeter
Munster Community Pool*	May-Aug Sept-Nov.	\$1,000	\$750	\$500
Centennial Park Dog Park	April-Nov.	\$ 500		
Tennis Courts	April-Nov.	\$ 500		
*Pool banners will hang at the dog park after pool closing in Aug-Nov.				

Keen-Ager Advertising	Date	Premier	Community	Other
Keen-Ager Newsletter	Annually		\$120*	

*12-\$10 gift cards can be donated or we can purchase. Used as prizes for monthly puzzle winners.

Recreation Guide Advertising	Rate	Winter/Spring	Summer	Fall
Full page color (inside front/back cover)	\$2,000			
Full page color	\$1,800			
Half page color (inside front/back cover)	\$1,000			
Half page color 8" x 5 1/4" horizontal	\$ 850			
Quarter page color 4" x 5 1/4"	\$ 550			
Business Card color 3 1/2" x 2"	\$ 300			
Business Card w/program color	\$ 250			

Each level offers different benefits. Contact Donna Chant for detailed media sheets.

Sponsorship/Commitment form on back.





Sponsorship and Advertising Opportunities

☒ **YES!** You can count on our commitment.

Sponsorship/Advertising Commitment Form

Munster Parks and Recreation

Make Your Commitment by March 27, 2026

Name: _____

Company Name: _____

Address: _____

City: _____

State: _____

Zip Code: _____

Telephone Number: _____

Email Address: _____

Please include the Selection Form with your choices circled.

Total Amount of Sponsorship: _____

Total Amount of Advertising: _____
(10% discount on three issue commitment)

In-Kind/Raffle Donation

Product: _____

Quantity: _____

Value: _____

Payment Information

☐ Check Enclosed

☐ Bill My Company

☐ Bill My Credit Card

☐ Call with Credit Card

Visa/MC/AMX/Discover Card

Credit Card Number: _____

Expiration Date: ____ / ____ Security Code: _____ Name on Card: _____

Please Make Checks Payable to: The Town of Munster

If all sponsorship money received is not used for the specified event, the remainder will be redirected back to the Parks Department for use at other special events; in which case, the sponsor will receive additional recognition. Banner revenue generated for these sponsorships is placed in a fund used for beautification, maintenance, and supplies to maintain these areas.

Signature _____

Date _____

Invoices will be generated upon receipt of Commitment Form.

Please submit completed form to Donna Chant, Marketing Coordinator (dchant@munster.org) or mail to Munster Parks and Recreation, 1005 Ridge Road, Munster, IN 46321 (219) 836-7275.

Thank you for your support!